



The Honorable Ajit Pai
Chairman
Federal Communications Commission
445 12th Street S.W.
Washington, D.C. 20554

Dear Chairman Pai,

As the Director Emeritus of the Columbus Zoo and Aquarium and Host of several educational television shows, I have devoted my life to educating children. Traveling the planet many times over, it has been an honor and pleasure to share my animal adventures with families across the country. This month I celebrate my 40th year living in Central Ohio and working for the Columbus Zoo. This once small zoo is now one of the top zoological organizations in the country. We're proud to welcome 2.3 million visitors a year, provide outreach programs throughout the region, and employ 295 full-time employees and over 1,200 seasonal employees.

My work at the Zoo led me to television - which is the world's largest classroom. It gives us a window into the homes of millions of children who have a thirst for the natural world. With more than 2 million viewers each week, *Jack Hanna's Wild Countdown* and *Jack Hanna's Into the Wild* are two of many great successes of the Children's Television Act (CTA). This important law gives us the opportunity to use TV programming to inspire children every day to be aspiring conservationists.

I am concerned that the Federal Communications Commission (FCC) may undo important rules that will harm both the reach of programs like mine and the economics which allow for the production of this programming. The FCC has circulated a Notice of Proposed Rulemaking (NPRM) that would dramatically change the CTA rules. These proposed rules would allow stations to move children's educational programming from a broadcaster's main channel (with the highest viewership) to one of its multicast streams which are difficult for over-the-air consumers to locate and unavailable to most who subscribe to cable or satellite. Multicast doesn't support high definition and has less programming that includes video description and closed captioning. Their proposed rules make the production of new high-quality content nearly impossible because multicast viewership is significantly smaller than a broadcaster's main channel. We are also concerned the FCC may rollback the current three-hour-a-week rule which would limit access to family-friendly educational programming.

While we are supportive of giving broadcasters greater flexibility to comply with the CTA, we believe the proposed rules go too far and will harm the current economics and visibility of children's educational and instructional programming. I've seen firsthand the power of inspirational and educational programming - I do what I do today because Marlin Perkins inspired me decades ago. If you have any questions, please call my office at (614) 645-3480 and thank you for your consideration.

Sincerely,

Jack Hanna
Host and Executive Producer
Jack Hanna's Into the Wild and Jack Hanna's Wild Countdown

Cc: The Honorable Michael O'Rielly
The Honorable Jessica Rosenworcel
The Honorable Brendan Carr